# CONFIDENTIAL/DO NOT DISTRIBUTE November 2017





101 Dalmatian Street is an original animated series inspired by Dodie Smith's 1956 novel and Walt Disney's 1961 film *One Hundred and One Dalmatians*.

The new series takes place in 21st Century London, and follows the adventures of eldest siblings Dolly and Dylan, their Mum and Dad, and 97 younger brothers and sisters.



**101 Dalmatian Street** is for girls and boys aged six and older, and their families.

101 Dalmatian Street is about finding your spot in a huge blended family. Do you sink or survive when you're swimming through a wiggling ocean of black and white puppies all barking for attention?

The tone ranges from cuddly canine comedy to outrageous visual slapstick, with sharp verbal humour and occasional dashes of high stakes adventure—while always celebrating the complicated but loving bonds of family.



Some of the main themes of the series include:

### **Extreme Family**

It's a huge one, with all the hard work, friction and fun that you'd expect. Every meal is a major operation, and every bit of drama is multiplied by a hundred and one.

### A Dog's World

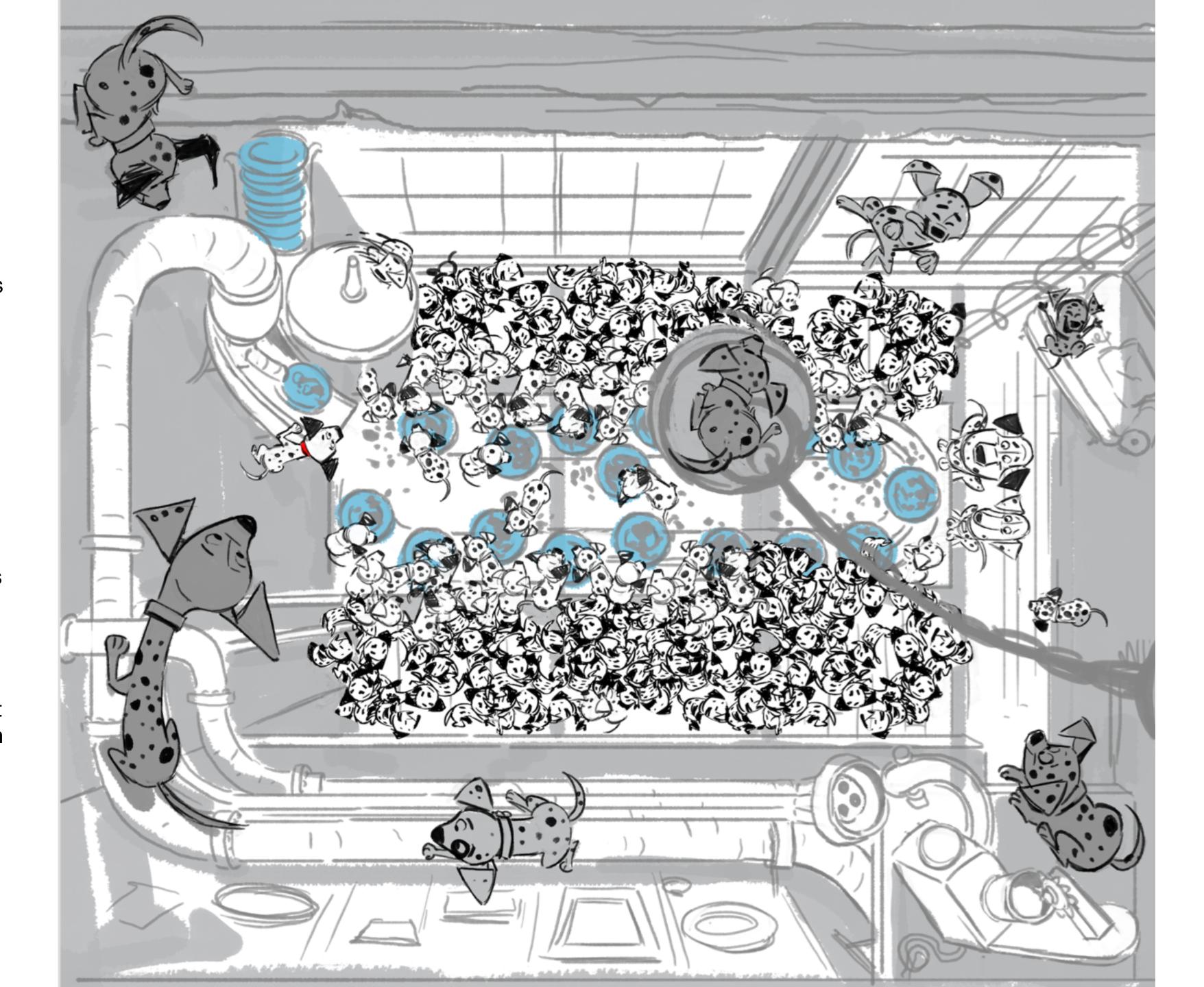
The series favours the animals' point of view, and the Dalmatians live independently of humans, in a house specially adapted for dogs.

### Collectability

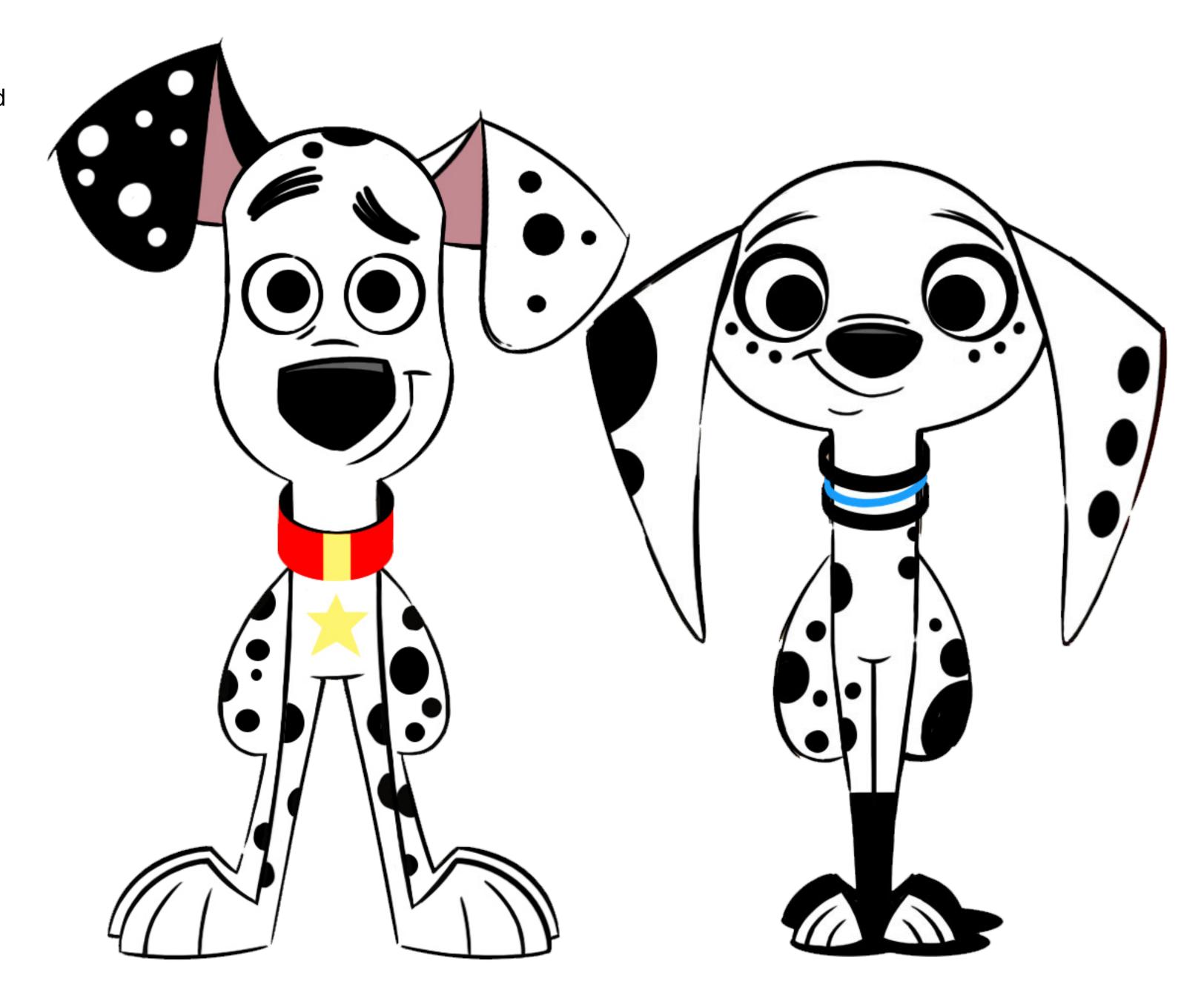
Just keeping track of 99 puppies and remembering all their names is a challenge, but they each have unique personalities.

### London

The series is specifically set in 21st century London, and is infused with the vital and diverse personality of the UK's capital city.



**Dylan** and **Dolly** are diamond dogs — the eldest kids in a big barking blended family of 97 siblings, step-siblings and rescue pups picked up along the way.







In this world, animals come first and humans are secondary. Animals can understand humans and each other—but humans cannot understand animals. Domesticated animals control their human "owners" and treat them like pets, while coexisting with urban wildlife of all shapes and sizes.

The Dalmatians are unique in the city, because they are the only family of domesticated animals living in their own house specially adapted for dogs living independently. Of course, the snobbier neighbours look down on them because they don't have a human like everyone else.

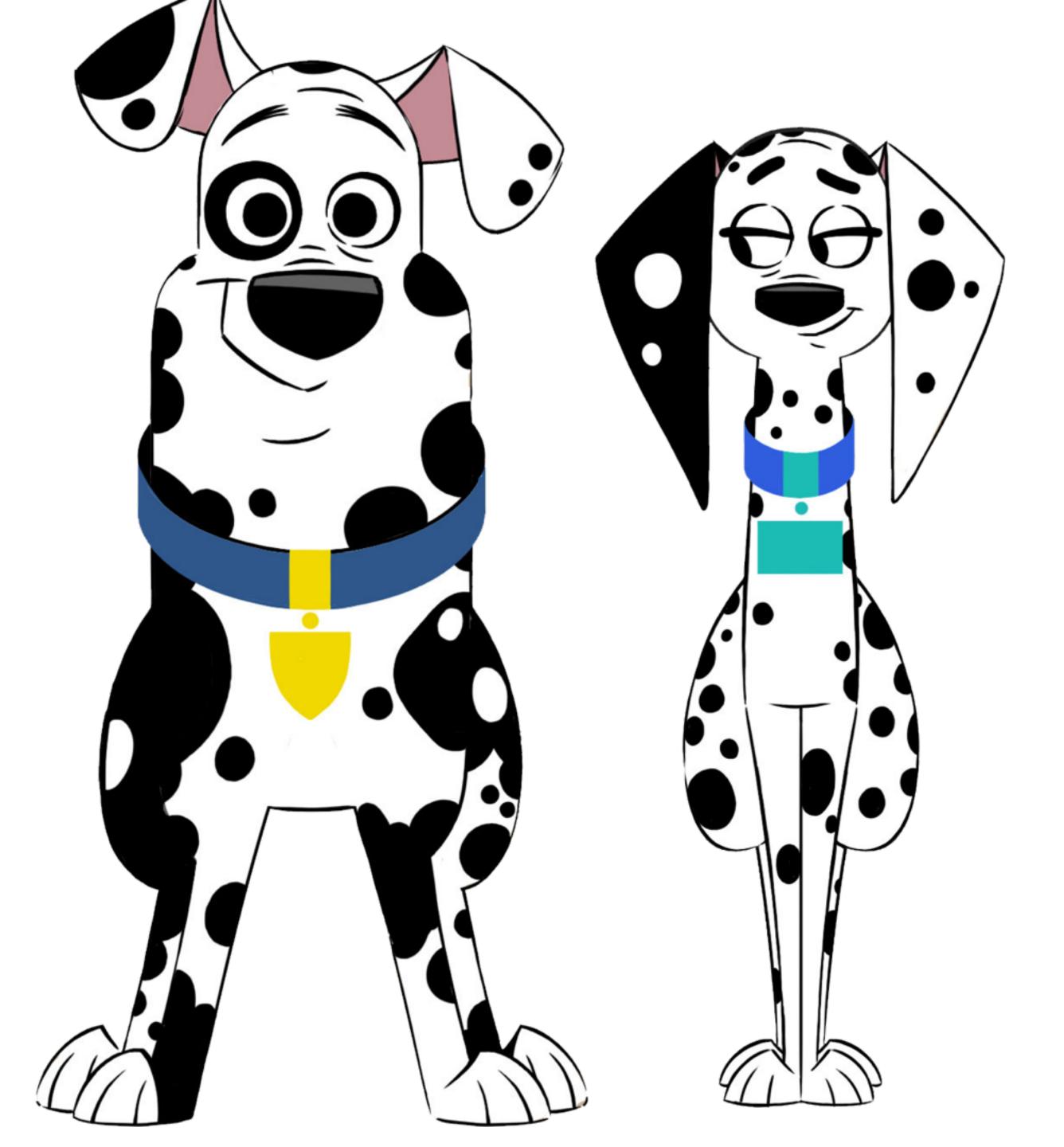
But the truth is that there IS a human, it's just that he's not like other pets. Nobody's ever actually seen **Dodie McDot**, the elderly artist owner of 101 Dalmatian Street, mainly because he lives on an island far, far away and only communicates with our doggies via phone, skype or international bank transfer. An eccentric recluse with a

life-long polka-dot fixation, he bankrolled this doggy-adapted townhouse for his original model and her brood.

But when he failed to emerge from his black-and-white period, the art world grew bored, and he ran out of cash...

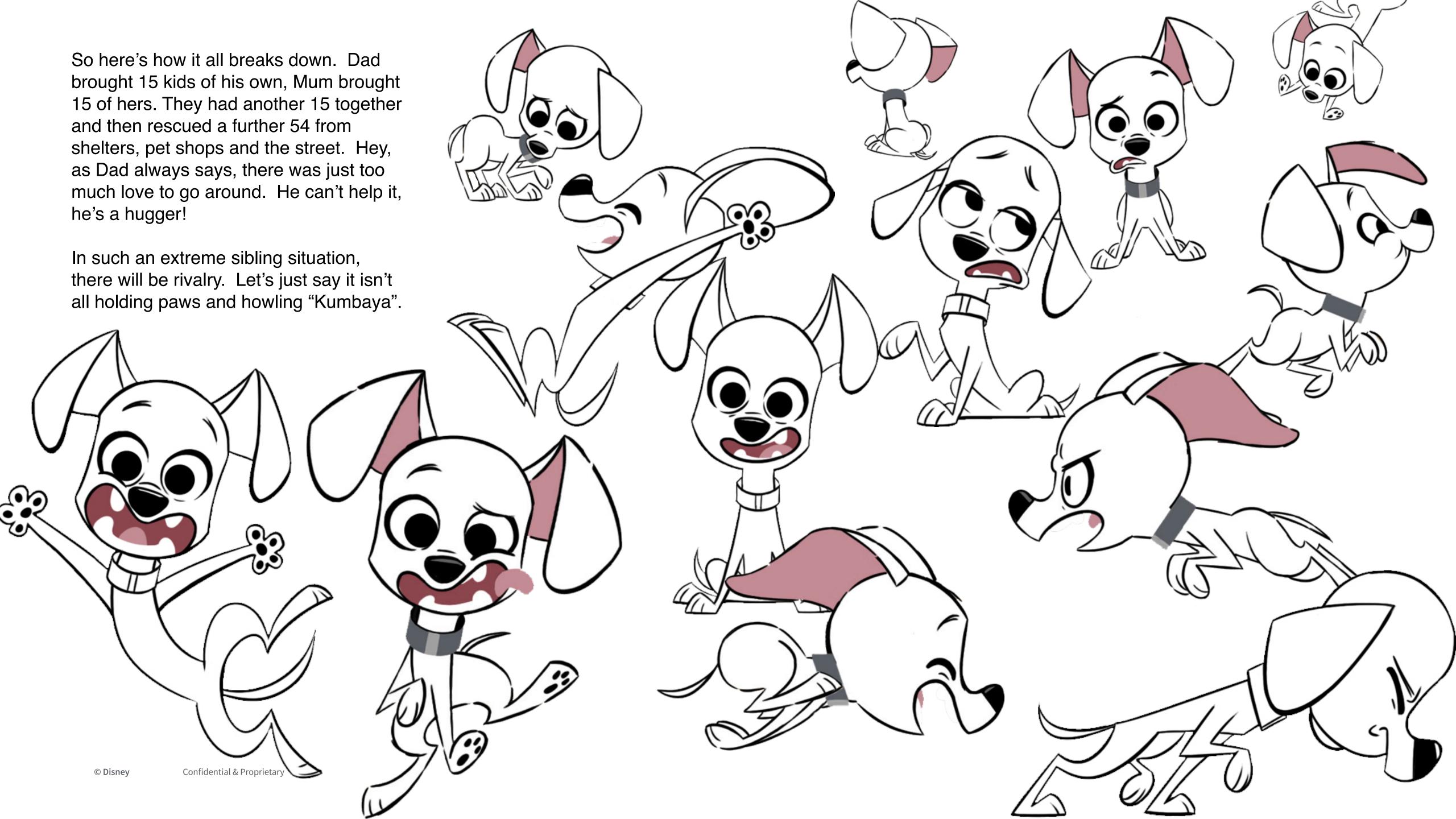
### Mum and Dad (Delilah and Doug)

became working dogs to keep their beloved home and brood together. SHE'S a top specialist at the hospital, while HE works at the fire station wrangling a bunch of bumbling fire fighters.



With two working parents, there's a lot of pressure on Mum's eldest son, Dylan, and Dad's eldest daughter, Dolly, to keep the home fires burning, despite the fact that they're still just kids who want to do their own thing. Cue one dotty comedy as Dylan and Dolly try to balance furry fun with family duty.





# Dylan

### master of the gadgets and the big ideas guy

Dylan is a smart and soulful tween but a bit of a worrier. The dutiful first-born boy of his highpowered mother, he's now at that age where he longs to break out and be his own dog. He has a deep desire to prove himself, and believes he can help save the world as a scientist and explorer. If he can make the crazy domestic ecosystem of the Dalmatian Street household function, why not the whole planet? These big dreams can clash with his daily duties and naturally cautious, introverted nature. He feels like he needs to be an expert at absolutely everything, and grow up as quickly as he can, but he's still just an over-scheduled adolescent puppy with many anxieties. He'll need to conquer both his many fears and his many chores to succeed. Every day there's a moment when he wishes he could be alone, to indulge his dreamy poetic side, but in practice he can't ever run too far from the chaotic family he adores. By necessity, he has become an extraordinary multitasker, always anticipating his younger siblings' needs and potential disasters while simultaneously training for a Mars mission.

Dylan is a big thinker, who has personally figured out many of the processes, routines and gadgets needed to make the house work. He works closely with his apprentice and first mate **Dawkins**, the prodigiously gifted young engineering expert, to actually make these ideas happen. Together they see the whole household as an intensely engaging game and experiment—though in moments of stress, Dawkins may protest that Dylan is simply asking for the impossible.

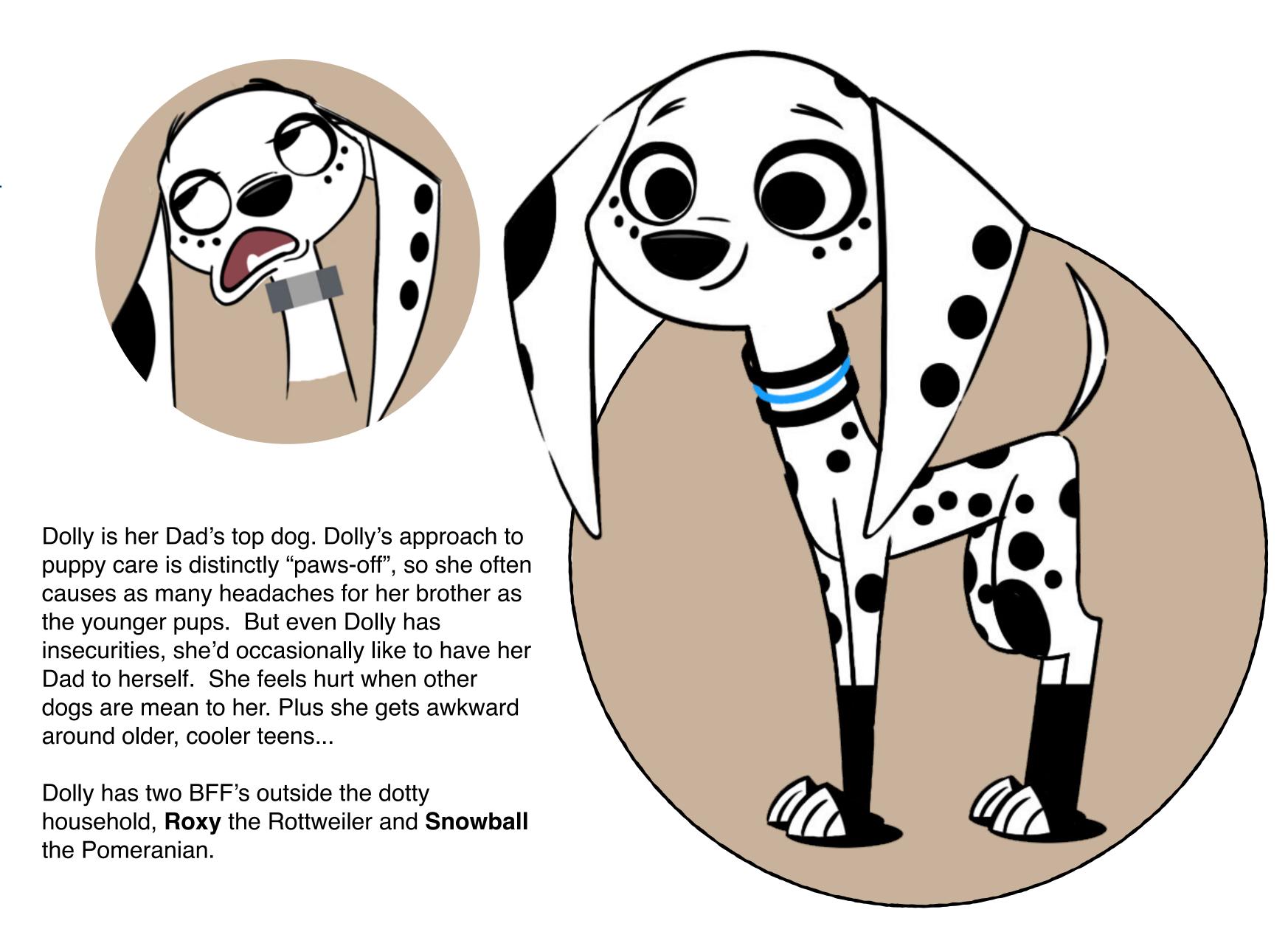


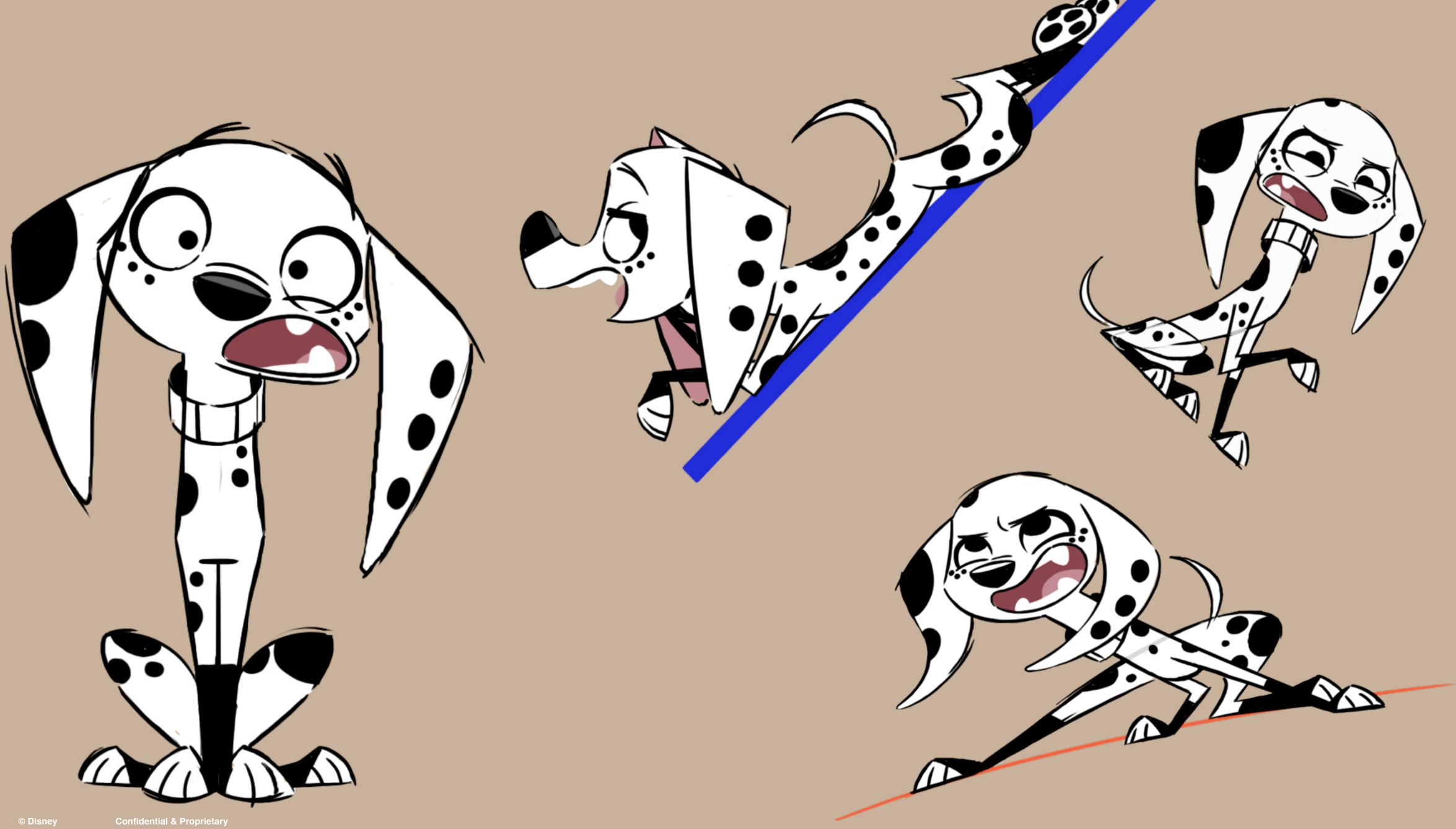


# Dolly

always up for a challenge, often goes too far

Confident, optimistic and daring, Dolly often leaps without looking, talks without thinking and jumps in the do-do with all four paws. She's a natural jock: physically gifted and highly competitive. Her trigger word is 'can't' and she never says no to a challenge—but she often takes things too far. She wants to break records, win the race and enjoy the applause. Her goals change daily but always revolve around doing something bigger, faster or crazier than ever before. Gregarious and hyper-social, she thrives on the company of her friends and siblings and feels lost and insecure when she's alone. She likes to think she can makes friends with anyone, and is much more at ease than Dylan with the other dogs and animals in the neighbourhood. She doesn't handle criticism well, no matter how well-intentioned. Most of all, she wants her whole family to be happy and can't stand to see anyone she cares about feeling sad.





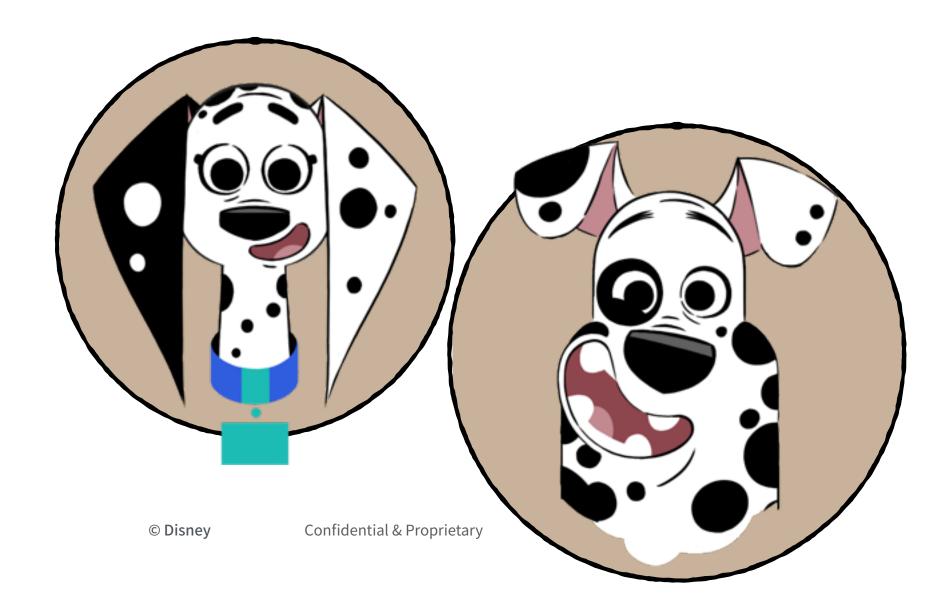


# Mum & Dad

### dogs with jobs

**Dylan** and **Dolly** love their parents and understand they need to help out. Dylan takes on this responsibility with pride and is keen to please but sometimes Dolly's antics get in the way of doing a good job, but Dolly thinks he's a mummy's boy.

In her Dad's eyes everything Dolly does is great and she can do no wrong, whereas although Mum is hugely proud of Dylan, he never feels quite good enough because she has very high standards. Dolly loves loves loves her Dad but would so so much like him to herself sometimes.





Top medical specialist **Mum (Delilah)** has dazzling diagnostic skills that would put House himself to shame

One bark for measles. Two for flu. She works alongside the clueless Doctor Dave, who didn't really know what he was doing until this doggy doc showed up. Mum takes her career very seriously, but although she's an over-achiever with a high-stakes job, she always insists that they everyone sit and chow down together at least once a day.

### **Relevant stories:**

Girls Day Out Snow Day



Caring, sharing **Dad (Doug)** is less of a high-flier than Mum; he's full of love and there's always enough to go round. He's the main reason there's so many pups at 101 Dalmatian street.

At home he's an expert at organising puppies, dealing out the kisses and cuddles for hurt paws. He plays the same nurturing role at work, and it would be chaos without him. He tidies up uniforms in the locker room and re-organises equipment in the fire truck so everything's easier to grab in an emergency. He also makes sure the fire crew always has enough to eat. He thinks of everything!

### **Relevant stories:**

All Fired Up Snow Day

### the rest of the family:

# Destiny, Dallas & Deja Vu

Dylan often clashes comically with showbiz triplets **Destiny**, **Dallas and Deja-Vu**, aka **Triple D.** Stars of TV commercials, magazine ads and you-tube videos, these doggy divas never fail to remind everyone that they're now the family's biggest earners. Poor Dylan! Sure they're trans-media royalty now, but do they have to act like Destiny's Pup?

### **Relevant Stories:**

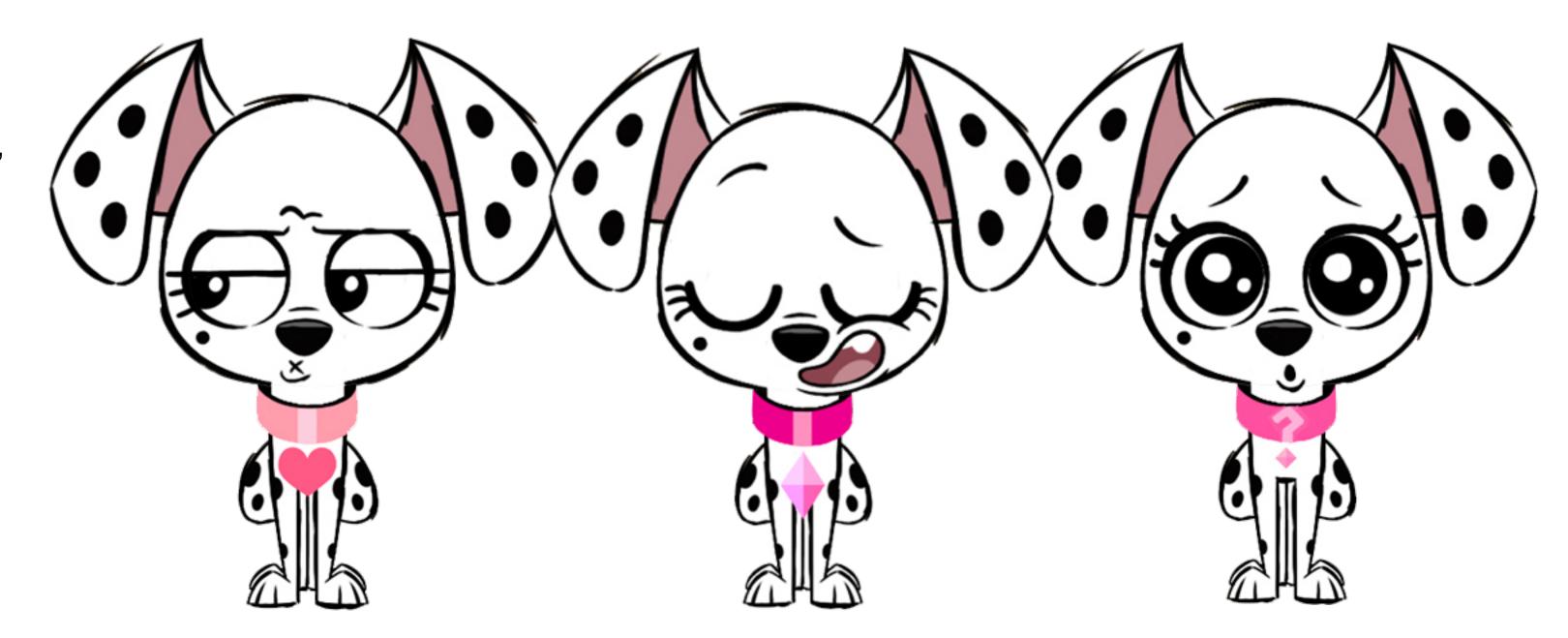
A Date with Destiny... Dallas and Deja Vu It's My Party The Woof Factor

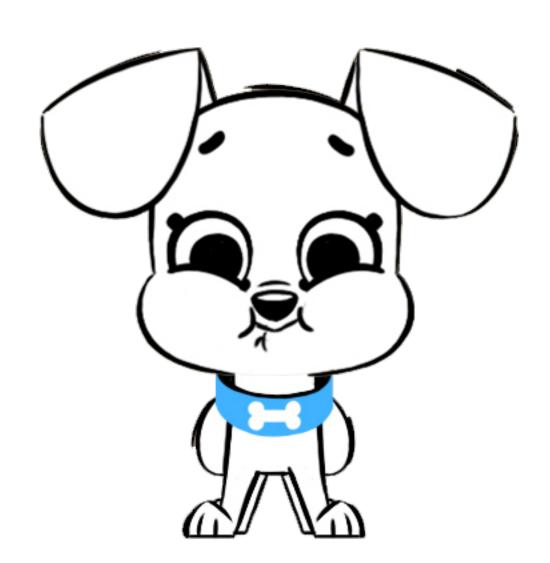
# Dorothy

**Dorothy** is the youngest and sweetest puppy of them all, so young that she doesn't even have any spots yet. Wide-eyed and innocent, she brings out everyone's protective instincts, especially Dylan's, and is capable of uniting the family during times of strife. But watch out, she can't help chewing things, toys, furniture and tails!

### **Relevant Stories:**

Boom Night Snow Day London We Have A Problem Parts 1 & 2





## **Dawkins**

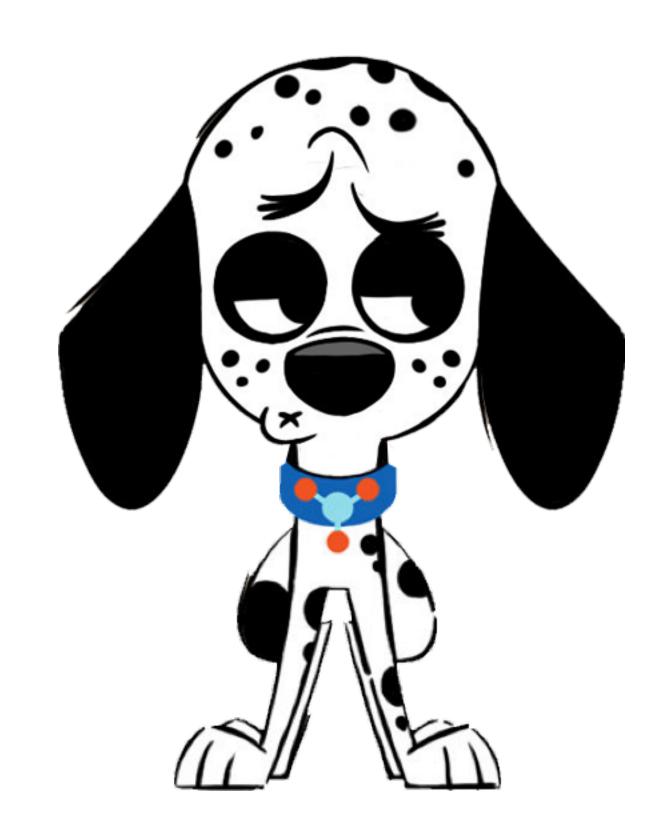
Dylan's first mate, lead gadget boy, and the chief engineer of the house. He may be a total logic hound who doesn't get emotions, but he's very attached to his space princess doll Princess Positron. Dolly and Dylan often leave him (reluctantly) in charge whenever they have to go deal with the latest crisis and sometimes being seen as Dylan's sidekick chafes.

### **Relevant Stories:**

It's My Party Flea-Mageddon

### DJ

Self-described musical prodigy, **DJ** and tuba virtuoso. He has an array of comic instruments for every possible occasion, from theramins to tubas. He's even been known to break out the Casio for extra cheesy moments.





# Deepak

The stressed-out new-age peacemaker and neurotic wellness guru. A devotee of Guru Miaow, he's usually in search of his inner cat and is always mindful to feel his paws upon the earth and the drool upon his tongue in order to remain calm. It never works!

### **Relevant Stories:**

The Woof Factor
The Tao of Miaow

### Dante

An eternal pessimist who always predicts doom and gloom. He always thinks the end of the world is nigh and occasionally, he's right. Almost. But usually, he's just disappointed when his apocalyptic predictions don't come true. Optimism is for...puppies!

### **Relevant Stories:**

Flea-Mageddon



# Delgado

The fastest dog in the family with wheels replacing his hind legs. He talks fast, thinks fast, sleeps fast, loves sport and looks up to his big sister Dolly big time. Meanwhile, he'll do anything to avoid playing Dylan's fave geeky board game, "Poodle Wolf - Quest for the Golden Chew Toy". It's just not his speed.

### **Relevant Stories:**

May Contain Nuts

### Da Vinci

A paw print street artist with a style all her own, **Da Vinci** sees the world differently from other dogs. She may be hip and urban, but at heart, she's a dreamer with soul, integrity and a unique point of view.

### **Relevant Stories:**

Doggy Da Vinci





# Dizzy & DeeDee

Sweet, affectionate and easily-led girl pups who idolise their big sis Dolly and will follow her anywhere. Even if it's into trouble! Okay, especially if it's into trouble. Girl jocks intraining, they're brave, energetic and up-foranything.

### **Relevant Stories:**

My Fair Dolly

### Diesel

A rough and tumble young boy who's obsessed with digging, he may not be the smartest, but he was blessed at birth with the most amazing sense of smell. Dylan is a little jealous of his younger bro's natural talent.

### **Relevant Stories:**

Power To The Puppies
The Nose Job Parts 1 & 2



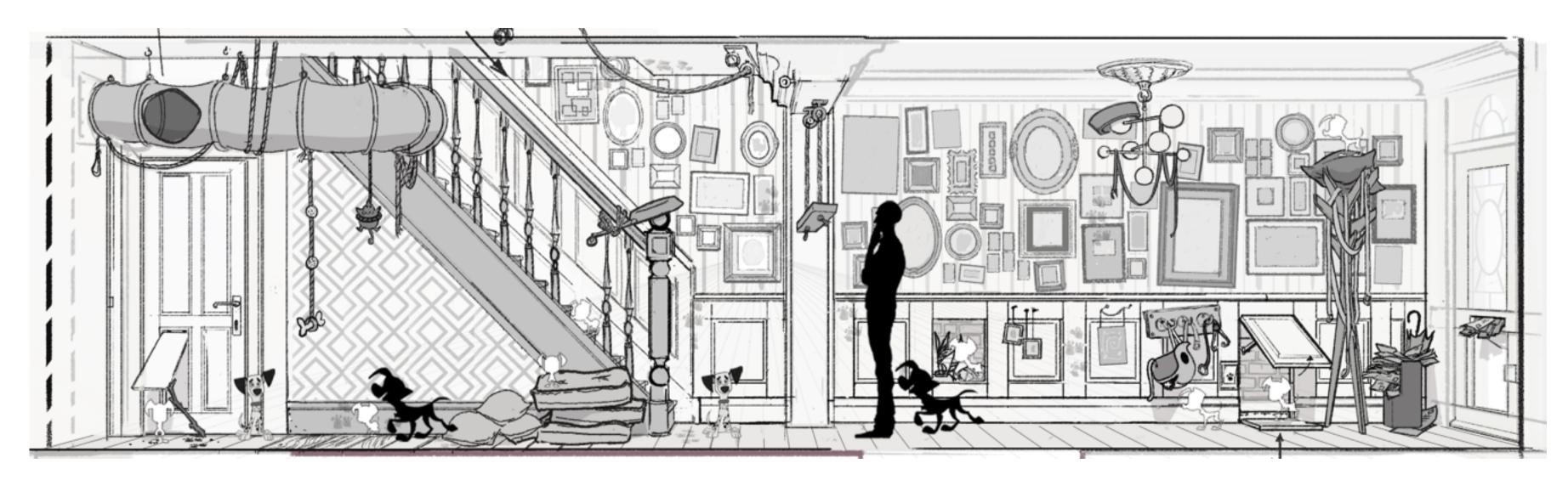


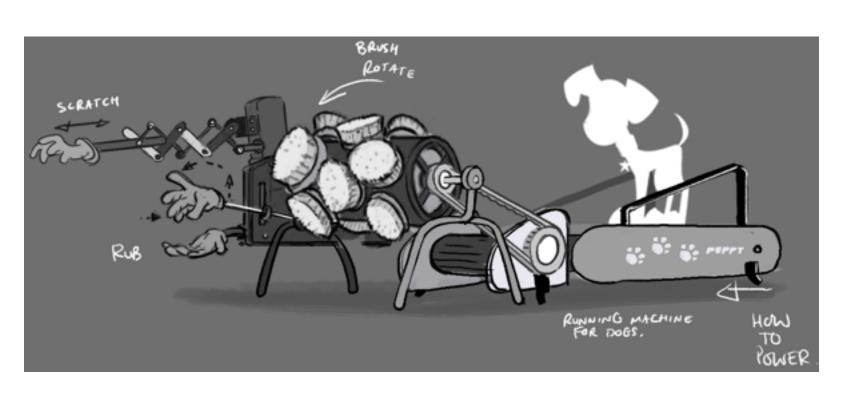


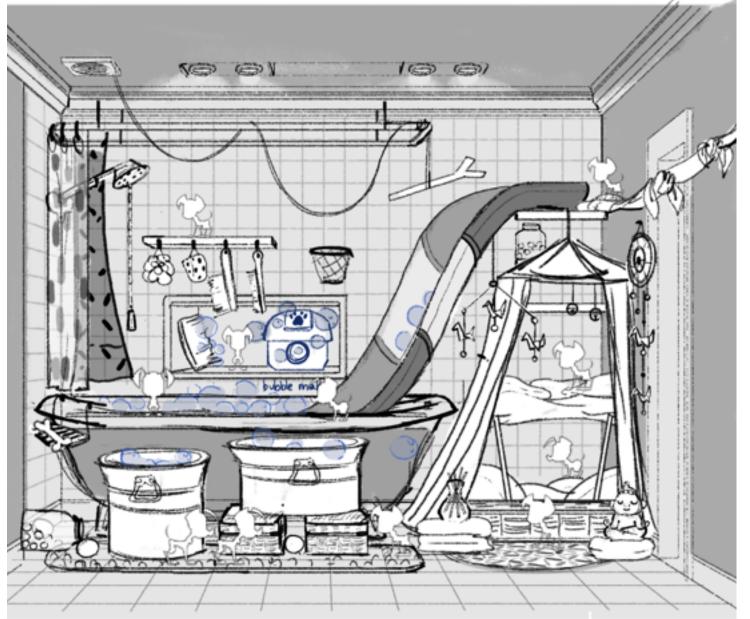
## The House

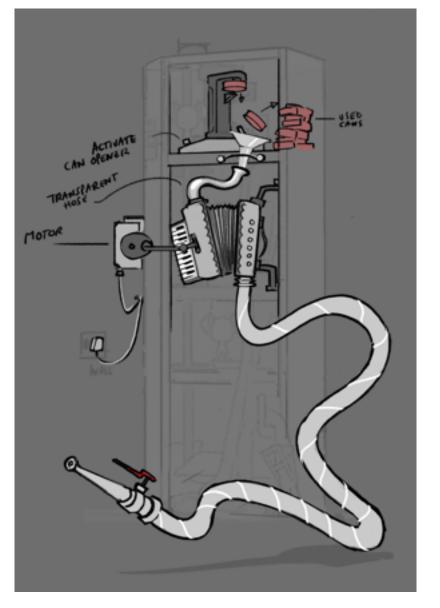
Then there's 101 Dalmatian Street itself. The old townhouse is a character too, adapted as it is for doggy independence with automated kibble dispenser, bowl flinger, treadmills, coat brushers and tummy ticklers, as well as a bunk basket dorm, "fetch" bowling alley (complete with robot human for throwing purposes) and a car-wash style bathroom.

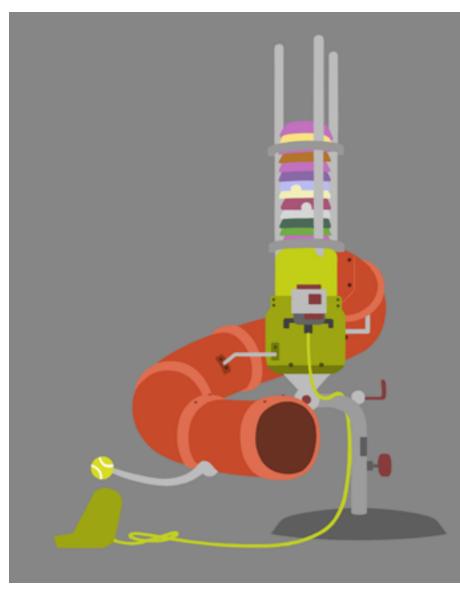
Like the Tardis inside, there are still rooms, cubby holes and secret compartments as yet unexplored, as well as a network of secret passages.



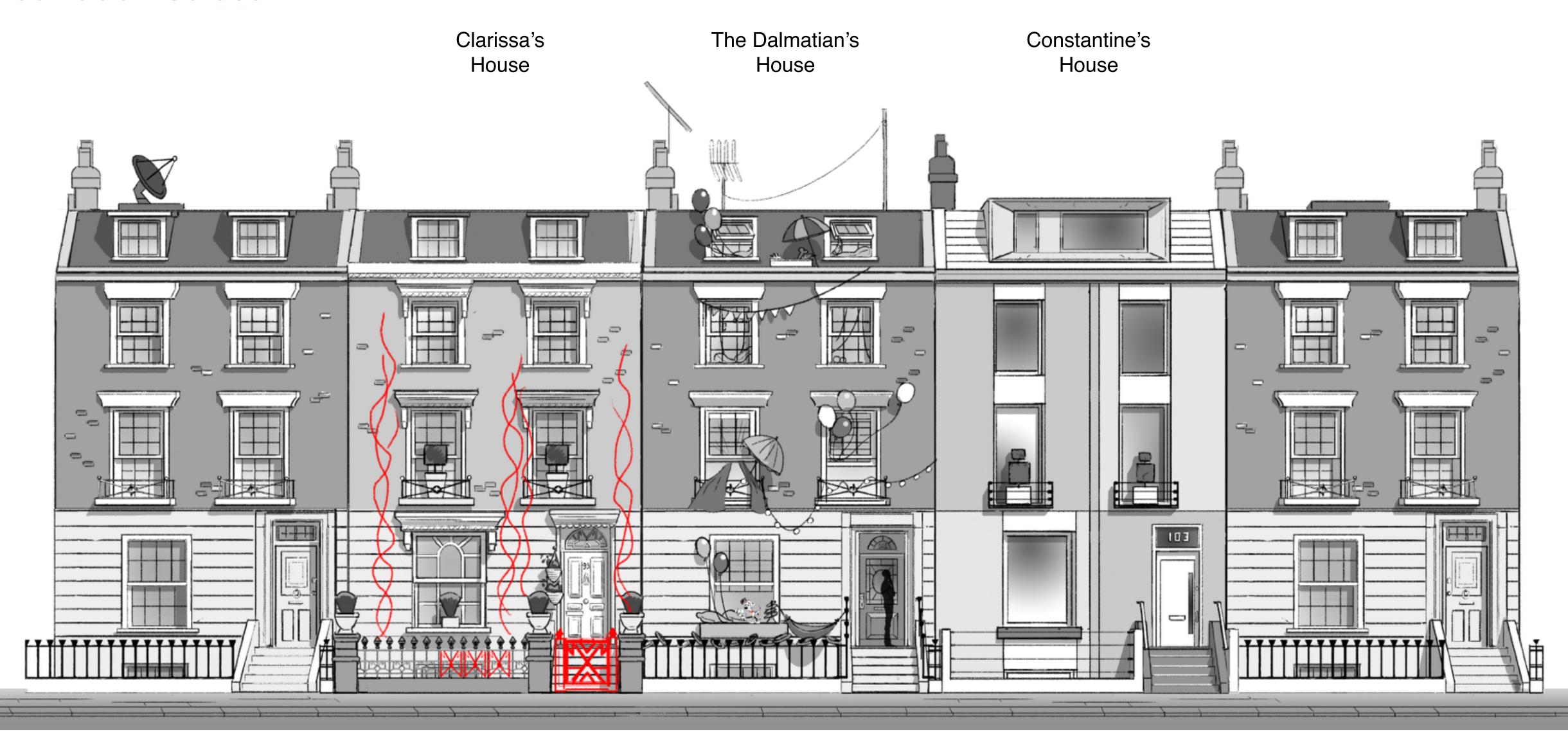




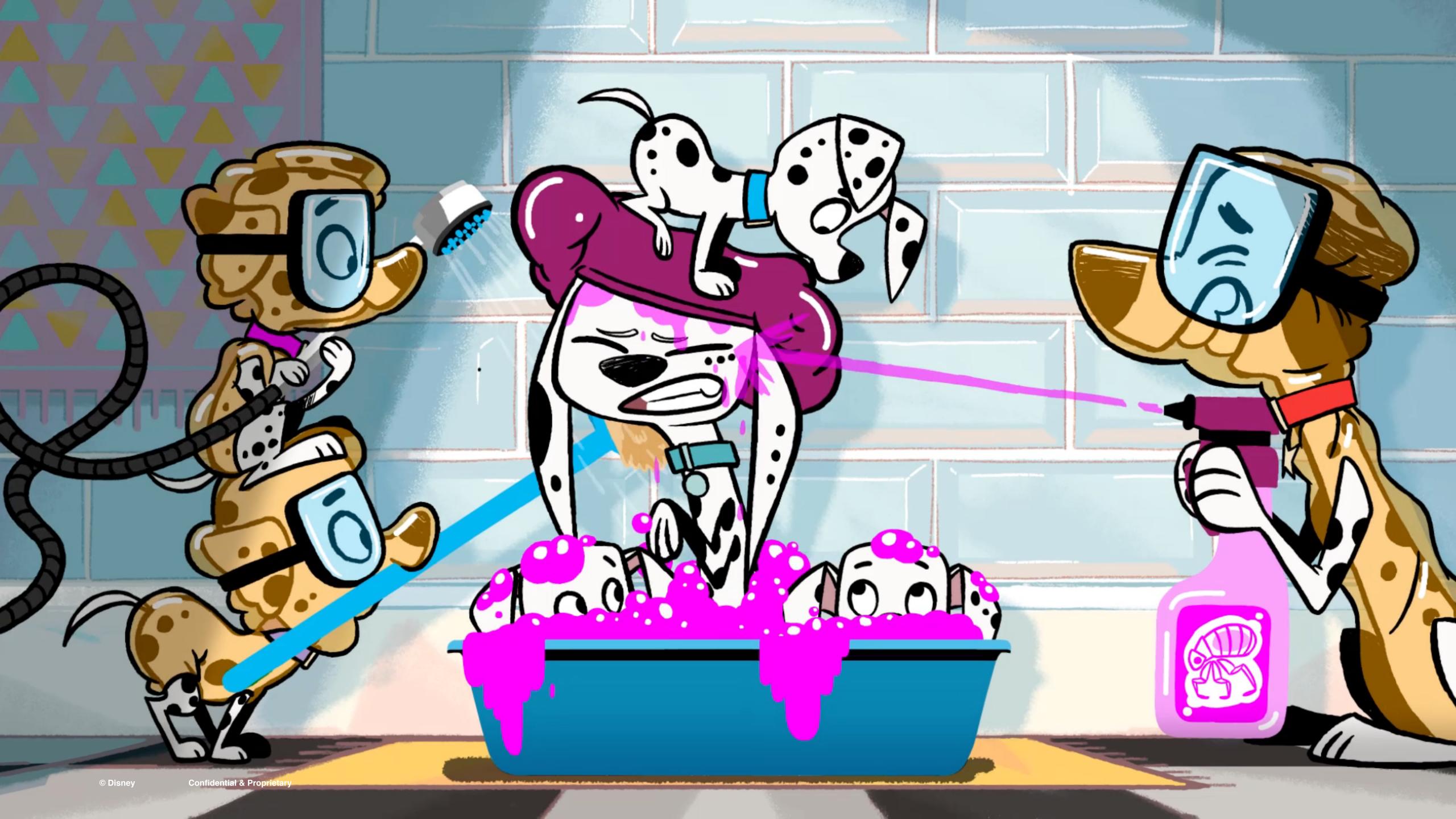




# Dalmatian Street







# The Neighbours

The Dalmatians have set tongues wagging around town due to their lack of human. And no tongue is waggier than that of **Clarissa Corgi** next door. Huh! Those dreadful dalmatians are lowering the tone around here. RUFF-RAFF!

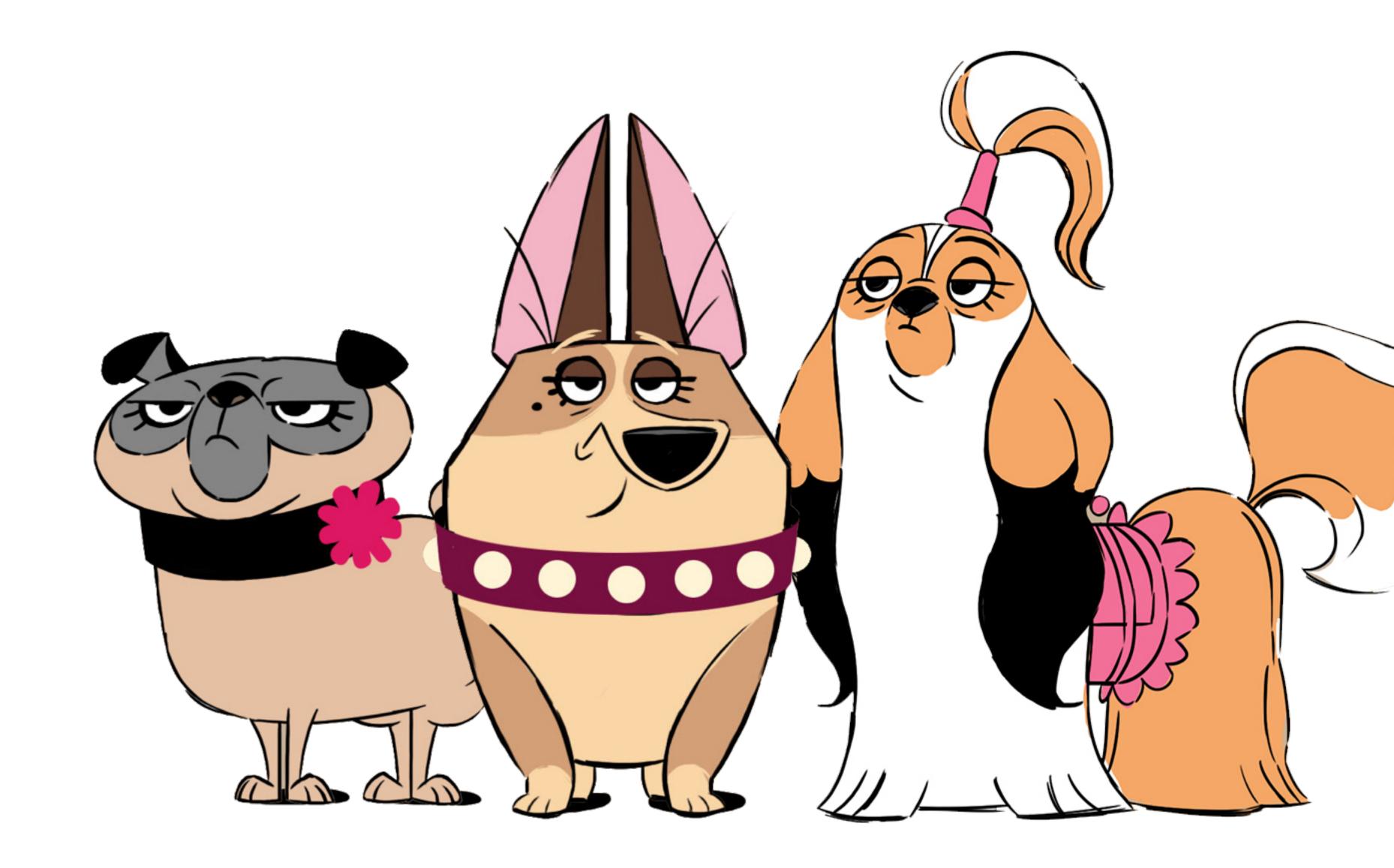
She likes to spy on them from her royal basket in the window and get them in trouble with her human, **Hugo** (an interior designer to minor royals who loves ringing the authorities to complain about, well, anything). She always keeps the puppies' balls and chew toys when they stray over the fence, which is often. Her entourage includes **Arabella Shitsu** and **Prunella Pug** who secretly enjoy the uncouth antics of Clarissa's neighbours!

# Relevant Stories - Clarissa, Arabella & Prunella:

My Fair Dolly Snow Day Who The Dog Do You Think You Are

### **Relevant Stories - Clarissa:**

The Dog House



# The Neighbours

Their long-suffering OTHER next door neighbour is a cultured cat called **Constantin**. The star of arty black and white you tube videos about the meaning of life, this pretentious puss has a somewhat tense relationship with his dotty neighbours - especially when they disturb his arty salon gatherings and garden parties. He craves peace, dignity and civility but they rob him of all three on a daily basis. His human is a similarly pretentious Russian architect who travels for work nearly all the time.

### **Relevant Stories:**

All Fired Up
The Tao of Miaow



# Friends & Foes Around Town

Frisky and free, Irish rogue Fergus the Fox is Dylan's best non-family friend. Savvy and streetwise, he likes to take Dylan for a walk on his wild side.

Sid Squirrel is a free-running cockney trickster who loves goading the puppies into loudbarking, chasing and general rambunctiousness to get them into trouble. Although he'd be there for the dalmatians if they were in absolute peril, he's generally a suityourself merchant with a bit of a nut habit.

Finally there's **Big Fee** the Rat; a witty and articulate peddler about town, Big Fee can get you anything for, well, a big fee. Information, goodies, take your pick...

Locally, Fergus, Sid and Big Fee are known as **The Canal Crew**.

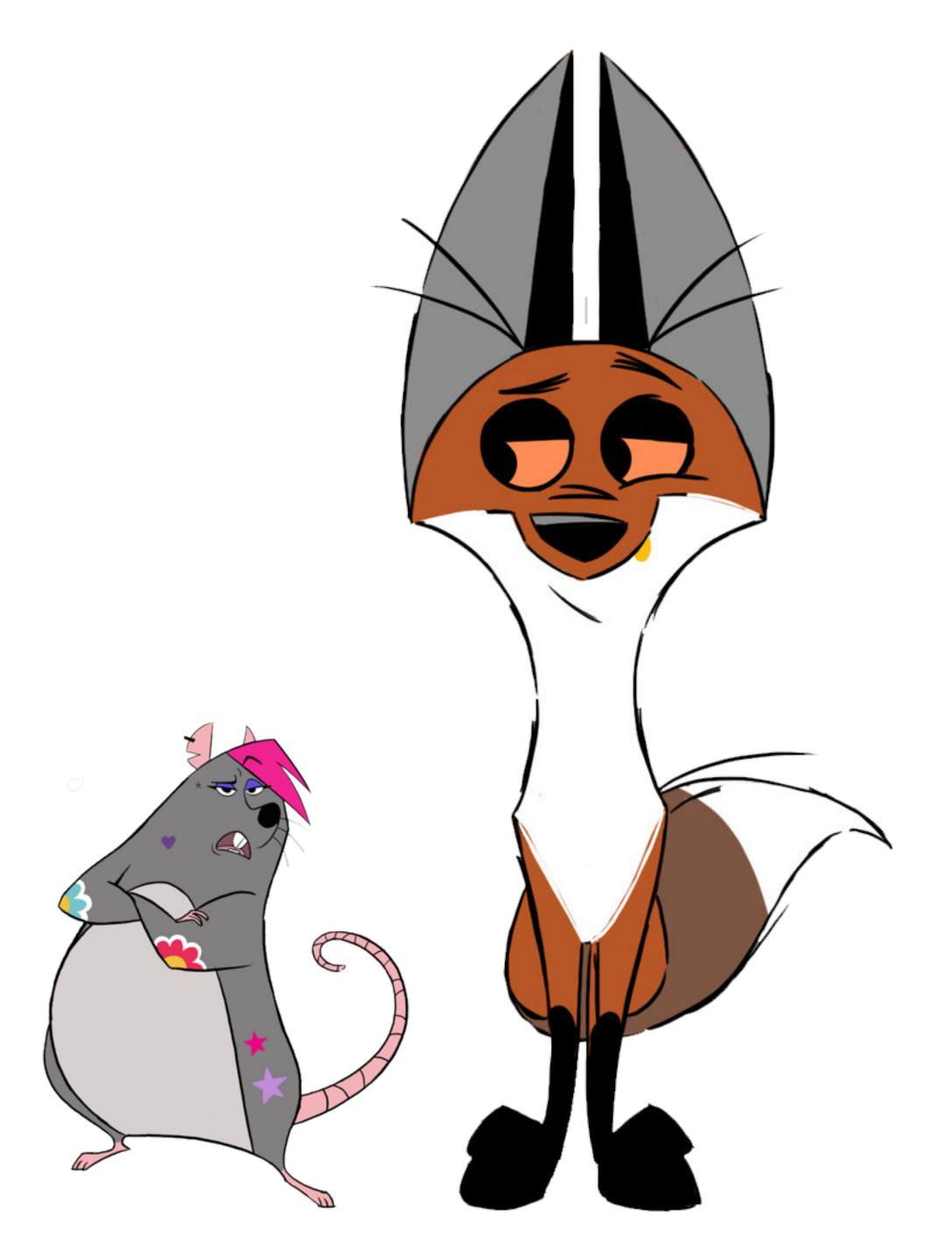
**Relevant Stories - Fergus:** 

Walkies On The Wild Side

**Relevant Stories - Sid:** 

May Contain Nuts





# Friends & Foes Around Town

Over at the doggy park, there are various peers and teenagers that Dylan and Dolly haven't figured out yet.

There's **Portia\*** the emo black poodle with oodles of attitude. Dylan blushes and gets completely tongue-tied whenever she's around. Portia's always glued to her snarky sausage dog side-kick **Spencer**. He may be snack-sized but his put-downs sure have bite. Ouch.

Then there's a gang of teenage husky hunks and their blue-eyed leader **Hansel**. Dylan and Dolly would like to be him when they grow up, but they're too intimidated to talk to him.

Relevant Stories - Portia & Spencer:

Crushed Out

**Relevant Stories - Hansel:** 

Poetry Scam





<sup>\*</sup> yet to be designed

Dolly's BFF number one, Roxy may be a Rottweiler on the outside, but she's 100% girly-girl on the inside. Sweet-natured, goofy and loyal, she believes Dolly can do no wrong and willingly follows her into any and all scrapes. With a bad case of "only dog" syndrome, Roxy just adores hanging with Dolly and her furry, fun-lovin' fam! With one careful lady owner, her life can be a little dull, so naturally she craves her daily dose of Dolly adrenalin. Often misunderstood for her tough exterior, she's always trying to soften her look with the latest in bows, bells and doggy accessories. Her human is a gamer girl.

Dolly's second BFF **Snowball** is a pampered Pomeranian with nerves of steel. She may look like a powder puff but she's got more guts than Dolly and Roxy put together. Unfortunately, she's also got a big mouth so she often gets her chums into more trouble than they could ever manage all on their own. Snowball's human Stanislav, the Polish shop keeper, keeps her on a

very long leash and she is often snapped back to base at the most inopportune moments. Often midsentence. Grrrrr!

Relevant Stories - Roxy & Snowball:

Perfect Match

**Relevant Stories - Snowball:** 

Doggy DaVinci

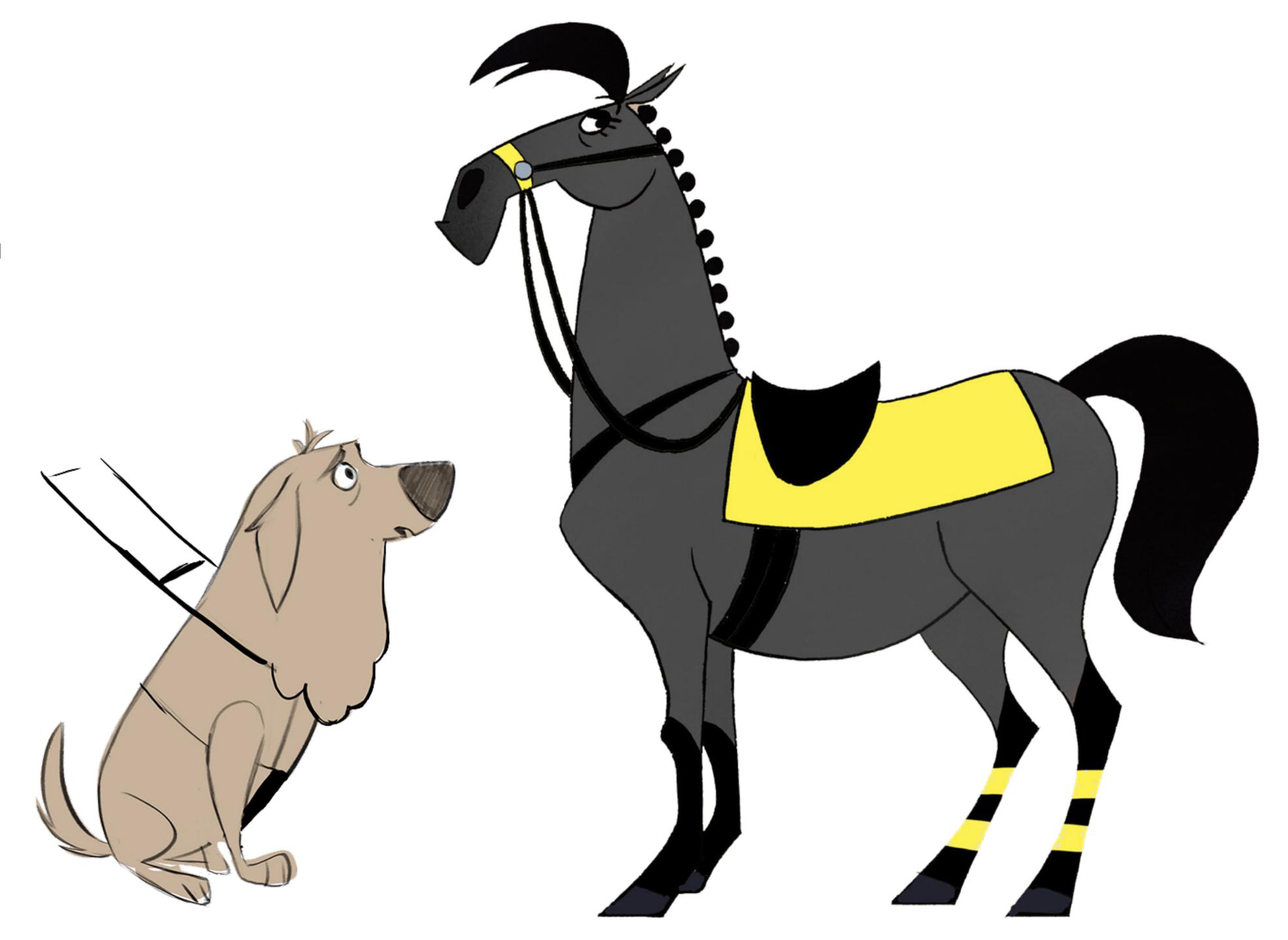


Pearl Police-horse is another unlikely ally who often warns her doggy pals of official trouble, and covers for them when she can.

**Godfrey** is an overly-cautious guide-dog who sees danger in all the wrong places.

### **Relevant Stories - Pearl:**

The Nose Job A Right Royal Rumble



## Villains DeVil

12-year-old **Hunter** is an orphan who was raised by **Great Aunt** Cruella who now lives in a "spa" in Switzerland where she is held together by plastic surgery and assorted elixirs. She raised him full of hate for Dalmatians and made sure he heard plenty of twisted bedtime stories about how the Dalmatians ruined the De Vils. So now he thinks he must avenge the DeVil name by rounding up Dalmatians, particularly Pongo and Purdy's descendants. As a result, he's always plucking Dalmatians hairs for DNA testing. Turns out Mum (Delilah) is of their line, so this makes Dylan and his brothers and sisters a particular target - the other step siblings and rescue pups are just a bonus - the mother load! Hunter lives in splendid isolation in a smart, minimalist pad atop a slick skyscraper in London – with only servants paid for by Cruella and his feline sidekick Cuddles for company. But what he REALLY needs is a human cuddle... Cruella is still obsessively nuts, and wants that coat she never got.

So she's going to use Hunter to get it for her. Hunter isn't in on the plot to turn the Dalmatians into fur coats – so there's a glimmer of hope for him yet. He's got his Dad's DNA after all and a part of him secretly loves fluffy puppies.

The Dalmatians have a 'Wiffipedia' of smells in jars, however, Mum and Dad have hidden away one with essence of DeVil. They had always hoped they would never have to tell the pups about this terrible threat to the family.

Cuddles is Hunter's villainous feline side-kick du jour. He's also the least cuddly cat in history. Hunter's always threatening to trade him in for a fluffier model, but Cuddles knows that no one else will ever apply for the job. All his attempts to help Hunter inevitably end with Cuddles's claws clamped in his boss's big head. Oops! YEOUCH!!!



### The DeVil Season Arc

In the first quarter of the season, Hunter just appears occasionally in the background, on general look out for Dalmatians.

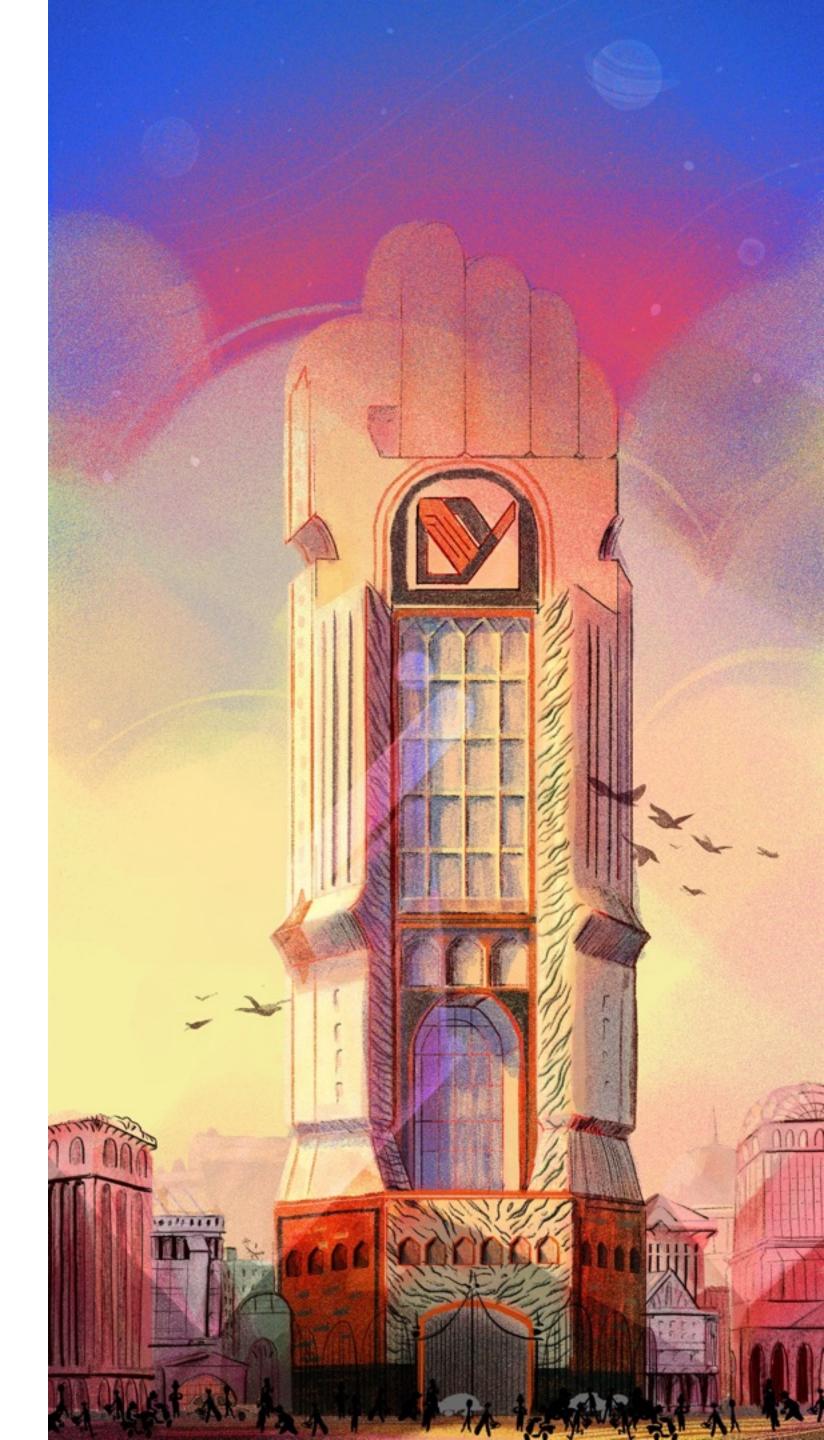
By the second quarter, he appears more frequently after he discovers Triple D (The Triplets) in *The Woof Factor*. Now Hunter wants to find out if Triple D are related to Pongo and Purdy so he needs a DNA sample - and he succeeds in getting one in *A Date with Destiny, Dallas......and Déjà Vu.* It's a match! These are related to the original Dalmatians.

Then in *Doggy Da Vinci*, Cuddles follows a paint trail to 101 Dalmatian Street and this leads into our Mid-Season Special *London*, *We Have a Problem*. Having found out where the Dalmatians live, Hunter tricks Dylan into letting him into the house – motherload!

He attempts to round them up and get them on a container to Switzerland but ends up shipping

himself! The DeVil threat is put on hold for a while at least....but then

Hunter will finally free himself - and return with Cruella in tow for an epic season finale.



## The Humans

In this world, it's the humans who are dumb! They literally have NO idea how sophisticated the animal world is. Plus, they never understand what the doggies are saying; it's all just barking to them.

Humans just don't notice what the animals are up to, because they're WAY too busy texting or taking selfies. At the doggy park, the dalmatians could re-enact the Thriller dance and humans would be oblivious...

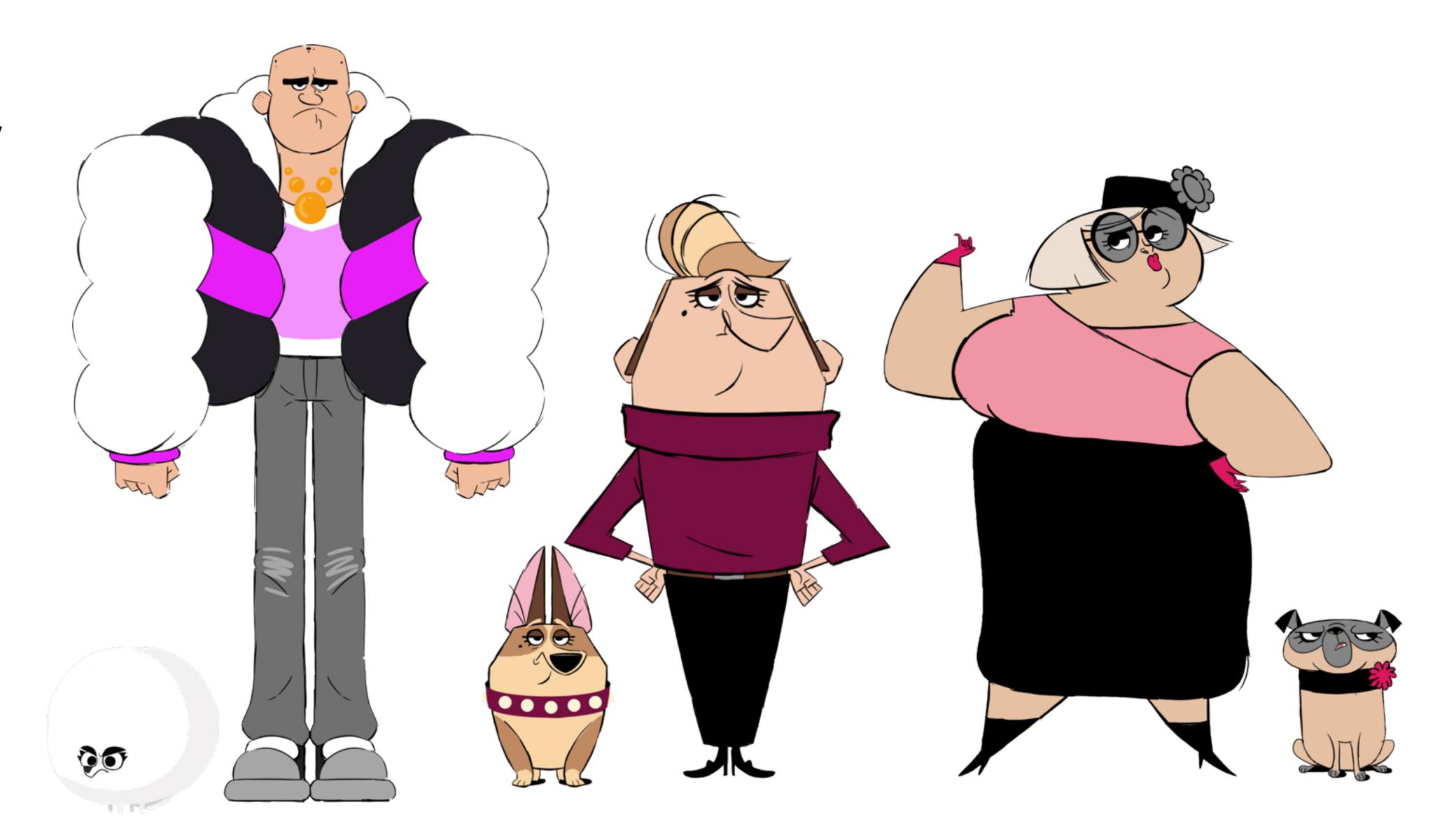


# The Humans recurring characters

Snowball's human **Stanislav** 

Clarissa's human **Hugo** 

Prunella's Human



## The Humans

recurring characters

**Lucy** - animal activist and vegan stall owner.

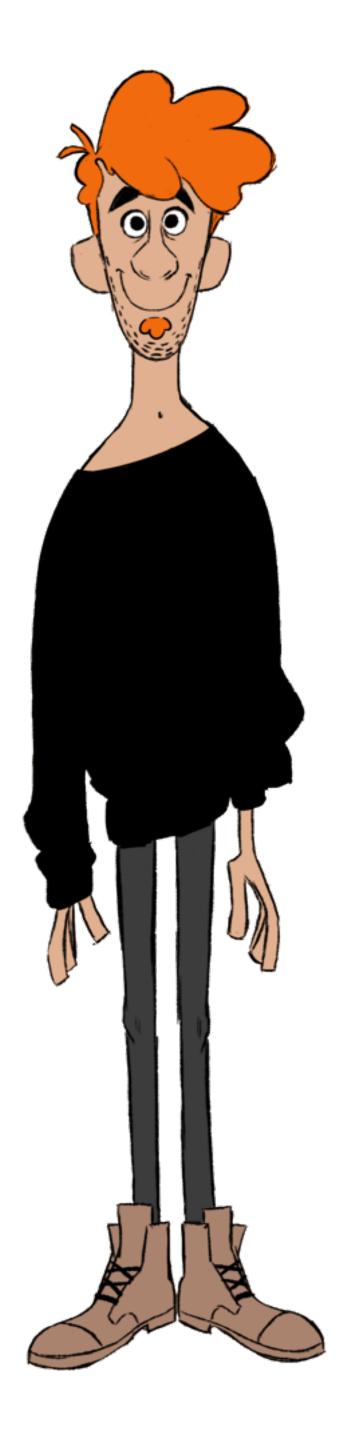
**Mr. Fuzzy** - Local hipster and Dylan's one time pet.

**Tory** - Local fashionista

Dr. Dave\* - Mum's boss

Captain Walker\* - Dad's boss







<sup>\*</sup> yet to be designed



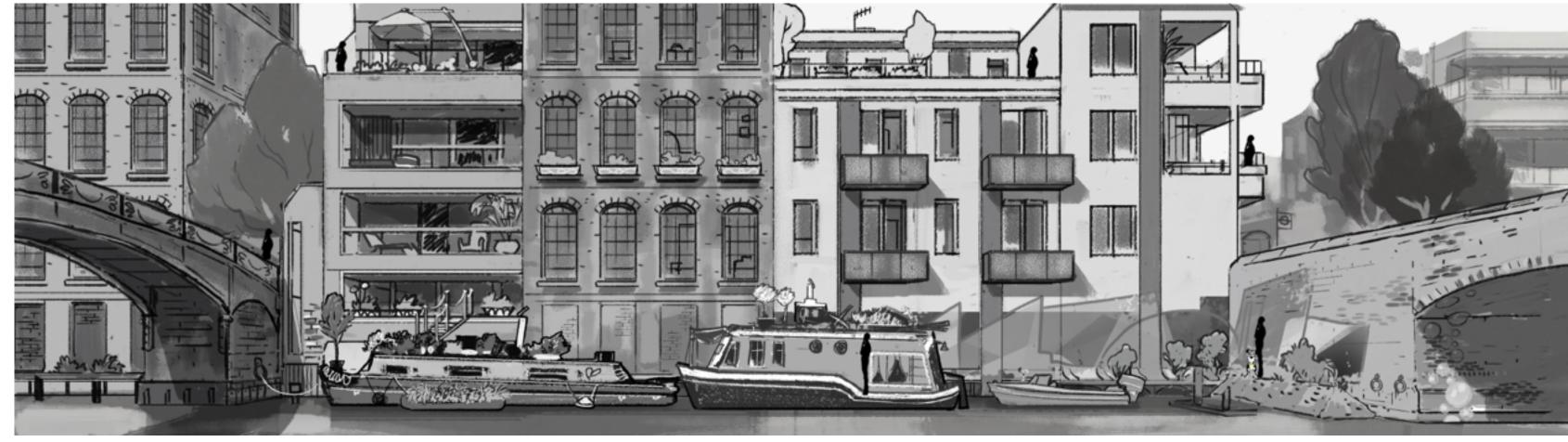
The other thing humans don't know about is the **World Wide Woof**. A modern and much faster version of the Twilight Bark, it's a universal interanimal peer-to-peer messaging service for urgent matters to which most animals will respond in a spirit of solidarity.

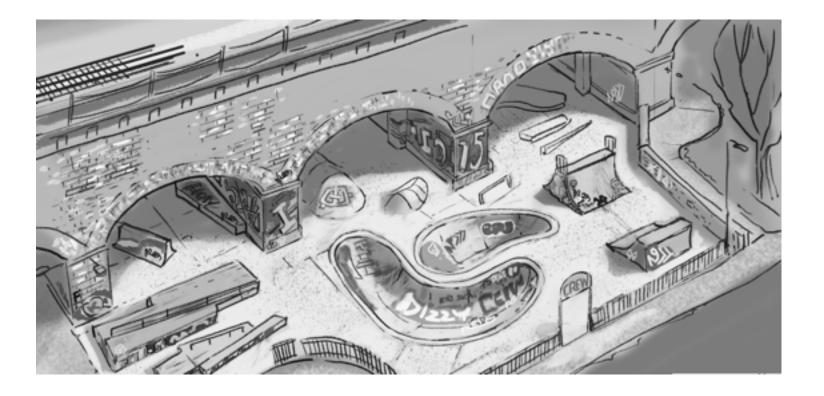
# London

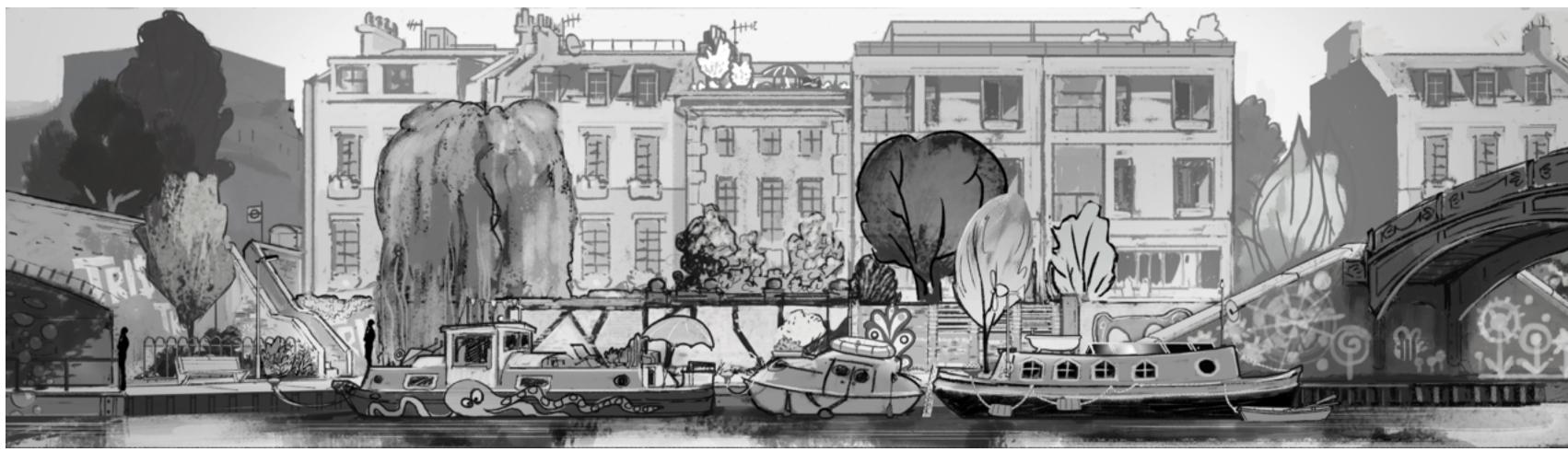
**101 Dalmatian Street** celebrates 21<sup>st</sup> century London's city scape in all its modernity and diversity. Set against the backdrop is Bohemian Camden, the focus is on contemporary London, e.g. peppering in hipsters, vegan cafes, barista coffee shops etc... although London's historic and historic landmarks are present too.













© Disney



### **Stories**

### 1 - A Dog's Best Friend

Clarissa Corgi has her human waiting on her hand and foot.
Hmmm...Dylan could do with one of those to help with the household chores.

His new 'pet' proves to be totally untrainable, but Dylan and the other puppies have fallen in love with him and it's hard to let go...

### 2 - Boom Night

The house is on lockdown and Dad assigns Dylan to make sure everyone is safe, but Dolly sneaks out. Then Dylan discovers Dorothy has gone missing, she must have followed Dolly! Now he must venture out and face his greatest fear – BONFIRE NIGHT!

### 3 - Power to The Puppies

When Dylan and Dolly clash over their wildly different puppysitting styles, they call a snap election to decide who is top dog - only to throw the house into anarchy.

# 4 - Who The Dog Do You Think You Are?

When Dylan's royal heritage is uncovered, Clarissa latches on with plans to create a Prince out of a pooch and feather her own dog basket whilst she's at it. Dylan gets caught up in his new royal role and Dolly and the other pups are expected to wait on him hand and paw.

#### 5 - Walkies on the Wild Side

Dylan is feeling the pressure of his daily routine, while Fergus the Fox's life seems so carefree. Dylan decides it's time for him to take a walk on the wild side.

### **6 - May Contain Nuts**

Thrill-seeker Dolly starts learning cool moves from her new friend Sid the free-running Squirrel, but is he really such a good friend? Is he just in it for the nuts? When she's in a tight spot Sid leaves her hanging, while her family all pull together to save the day.

#### 7 - Winter Funderland

When the snowstorm of the century doesn't pan out as promised, Dolly takes matters into her own hands and turns the house into a frozen wonderland.

### 8 - Snow Day

It snowed! And with London grinding to a halt, it's a chance for the whole family to go and have fun. But with Dylan and Dolly competing against Mum and Dad to get 97 puppies wrapped up and ready, things go wrong and they end up with a crisis on their hands.

#### 9 - Perfect Match

Dylan's petrified when Dolly's BFF Roxy the Rottweiler reveals she has a crush on him. Dolly seizes the opportunity for some light entertainment and forces the pair together, but soon starts to regret it....

### 10 - All Fired Up

Dolly goes to work with Dad expecting a thrill a minute but is quickly disappointed by the uninspired fire fighters. Her attempts to turn them into an extreme firefighting team backfire, but when the heat is on Dolly manages to rouse the crew to make a not-so-daring rescue.

### 11 - Girls Day Out

Dolly and Mum have a falling out on Mother's Day – Dad thinks a day at the spa will bring them closer together. Or could this be a recipe for disaster....?

### 12 - Poetry Scam

Dolly claims Dylan's original poems as her own to impress her crush, but things get out of hand when she winds up in a Slam Poetry show.

### My Fair Dolly

When Clarissa challenges Dolly to pass as posh at the Petiquette Pooch Cup, she takes things too far, goes makeover mad, gets human'ed up and almost forgets what matters most in the process.

#### **Dal Martians**

Dolly sets Dylan up to believe that aliens have landed on Dalmatian Street and that HE is the only one who stands between doggy-kind and imminent annihilation!

#### The Nose Job Parts 1 & 2

When Pearl locks Diesel up for a crime he didn't commit, law-abiding Dylan is left with no alternative but to break him out of there, so he can sniff out the real culprit and clear Diesel's name.

### Flea-Mageddon

Emergency at 101 Dalmatian Street! Dylan springs into action sending the flea infected into quarantine. But it's quite a surprise when they discover who is 'Patient Zero'.

#### The Woof Factor

Dolly, Dylan, and Deepak take the Triplets' place in a perfume commercial, and discover being a celebrity is way harder than they thought.

### **A Right Royal Rumble**

When Dolly and Clarissa clash over the royal visit to Camden their petty bickering causes chaos. The Royal Corgis are NOT amused!

# A Date With Destiny... Dallas and Deja Vu

Health and Safety nut Dylan is worried when Triple D star in a series of increasingly dangerous stunts for viral videos, and things take a perilous turn when a competition to meet them throws up a sinister individual.

#### **Crushed Out**

Dylan is desperate to win over his uber crush, hot dog, Portia. But once he has, it's a case of be careful what you wish for.

### The Dog House

After Clarissa tricks Dylan into going wild, Hugo calls Pest Control on 101 Dalmatian Street. If they don't find a human, the family will be broken up. Luckily Mum comes through with Dr. Dave, but will it be enough to get them off the hook?

#### The Tao of Miaow

Cat-a-phobe Dylan causes Deepak to exile himself from 101 Dalmatian Street, but only then does he realize how important Deepak is to the finely balanced ecosystem of the house.

### It's My Party

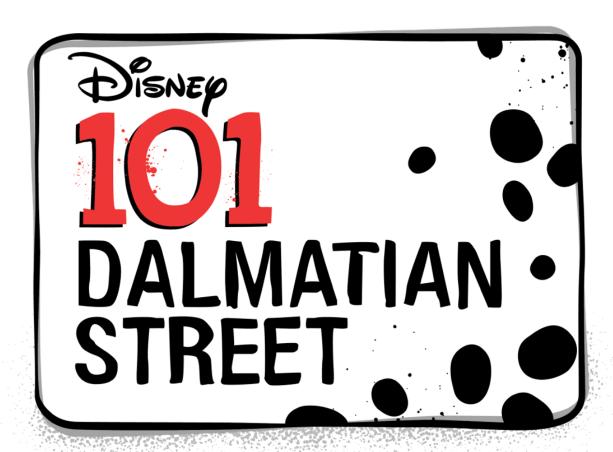
Dylan, Dolly and Diesel are in charge of throwing a birthday bash for Triple D - make that THREE bashes - as each triplet wants her own and expects her party to be *le barking best*.

### **Doggy Da Vinci**

When Da Vinci sets off to find her artistic voice, her anonymous street art becomes a sensation and attracts the attention of Hunter DeVil.

# **London We Have A Problem Parts 1 & 2**

When Hunter finally finds the dalmatian house, he hatches a dastardly plan to lure Dylan into inviting him home so he can spring a surprise attack, capture all the puppies - and ship 'em off to Great Aunt Cruella in Switzerland.



52 x 11' episodes (including 3 two-parters) 22 x 1' shorts

based on an idea by
Anttu Harlin & Joonas Utti

written by

Maria O'Loughlin

directed & designed by **Miklos Weigert** 

produced by **Passion Pictures** 

developed by
Disney Channels EMEA



